



# **GSMA Mobile for Development Foundation ("GSMA")**

## **REQUEST FOR PROPOSAL**

### **Development of 'mobile for business' digital skills training content**

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## Section A

### Requested Services and Deliverables

#### 1. GSMA Mobile for Development Foundation Overview

The GSMA Mobile for Development Foundation, Inc. ("GSMA") is a U.S. 501(c)(3) charitable organization that seeks to relieve poverty and improve living conditions throughout the world through identifying opportunities for social, economic and environmental impact and to stimulate the development of scalable, life-enhancing mobile services. GSMA is a wholly owned subsidiary of the GSM Association, which represents the interests of the worldwide mobile communications industry. The GSMA unites nearly 800 of the world's mobile operators, as well as more than 200 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers, Internet companies, and media and entertainment organisations. The GSMA is focused on innovating, incubating and creating new opportunities for its membership, all with the end goal of driving the growth of the mobile communications industry.

The Connected Women programme's mission is to reduce the gender gap in mobile internet and mobile money services in low- and middle-income countries and unlock significant commercial and socio-economic opportunities in today's increasingly connected world.

#### 2. Background

Our research into how micro-entrepreneurs access and use mobile for business highlights two key barriers: a lack of awareness of the diverse ways mobile phones can support business activities, and a lack of the digital skills required to use these tools effectively. For example, many women micro-entrepreneurs are unaware that mobile phones can be used for business marketing, and do not know how to take and upload appealing photos of their products online.

Existing training materials for women micro-entrepreneurs often fail to address these gaps. They typically overlook mobile phones as business tools, reference only a narrow set of use cases, and rarely focus on the informal economy or provide practical guidance on implementation.

Given that mobile phones are the primary—and often only—way for individuals in low- and middle-income countries (LMICs) to access the internet, they are essential tools for business management. This is especially critical for women, who are less likely than men to use mobile for business. When micro-entrepreneurs understand relevant mobile-for-business (M4B) use cases and develop the skills to apply them, they can manage their businesses more effectively, safely, and cost-efficiently. This can lead to improved business outcomes—such as attracting new customers and increasing revenue—ultimately strengthening their livelihoods.

The proposed modules will build on our ongoing work to identify the key skills micro-entrepreneurs need to harness mobile for a range of business functions. This work is informed by desk research, expert consultations, and insights from our report *Understanding Female Micro-Entrepreneurs' Use of Mobile for Business*. It also draws on our extensive experience delivering digital skills training through the Mobile Internet Skills Training Toolkit (MISTT), which has been deployed in over 40 countries with more than 50 partners, reaching over 75 million people.

There is growing demand from our partners for comprehensive digital skills content that covers the full spectrum of mobile business use cases. Small businesses—particularly those led by women and youth—are priority segments for mobile operators and other ecosystem players. At least 20 partners have already expressed interest in using these training resources once the content is finalised (note: uptake will begin after the grant period). Our ongoing work with MISTT and our strong track record in content development and delivery will inform the design of these M4B modules and support effective collaboration with partners to maximise impact.

#### 3. Project Overview

The successful Supplier will support the Connected Women programme to develop a suite of 4–8 modular training resources designed to equip micro-entrepreneurs — both women and men—with the digital skills needed to effectively leverage mobile phones to grow their businesses. The modules will address key knowledge and content gaps identified in our [Understanding women micro-entrepreneurs' use of mobile phones for business](#) and our complementary document that sets out the basic digital skills and knowledge micro-entrepreneurs need to use mobile for business <sup>1</sup>. Each module will focus on a core business use case where mobile can play a transformative role, such as marketing a business, engaging with customers, or managing payments etc. and may be clustered into learning pathways. These will be identified and agreed based on engagement with experts and mobile network operators to prioritize the gaps in the content available (based on the knowledge and skills required for equipping micro-entrepreneurs to use mobile for business outlined in the GSMA document).

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<sup>1</sup> Internal resource, not published yet.

The training content will be tailored to the needs of underserved micro-entrepreneurs, particularly women, using relatable terminology, examples relevant to the types of businesses they often run, and acknowledging the unique barriers they face. Formats will be designed to be flexible and adaptable for different training environments—including digital, in-person, group, and one-to-one settings—and will draw on our proven modular format from the [GSMA's Mobile Internet Skills Training Toolkit \(MISTT\)](#).

### Content and Formats

Each module will cover a specific mobile-for-business use case and will be packaged in multiple formats to support both direct-to-learner and train-the-trainer approaches:

- **Short video modules** (≤2 minutes each): Designed for direct learner engagement or for use by agents/trainers during sessions. Each video will include an editable script to support local adaptation, USSD/IVR use, or translation.
- **PDF guides**: Detailed written modules suitable for training-of-trainers, group sessions, or offline delivery.
- **Editable Word documents**: Adaptable versions of the written modules for partner use.
- **Cheat sheets and posters**: Visual, easy-reference materials reinforcing key takeaways from each module designed for trainers and learners.

**Example Use case and associated set of modules** (provided for illustration purposes only): *Create Content and Market Your Business Using Mobile*

*This use case addresses a high-demand area identified by our research and partners.*

#### Video Content

- Video 1: Introduction to using mobile to market and promote your business
- Video 2: How to take high-quality product photos for your business with your phone
- Video 3: How to publish and share content on social media to market and promote your business with mobile
- Video 4: Staying safe while marketing your business online

#### Written Content (PDF + Word version)

- What does it mean to create content and to market or promote your business online?
- Why digital marketing matters for micro-entrepreneurs?
- Step-by-step guidance: taking photos, writing posts, publishing content
- “Practice” section: guiding learners to take action

#### Cheat Sheets (for micro-entrepreneurs and trainers)

- 5 tips for taking quality product photos
- 5 ways to promote your business using mobile
- Key safety considerations when marketing online
- For trainers: Top 10 things to support a women micro-entrepreneur on to help her market and promote her business online

### Testing

To ensure the content is relevant and effective, the successful Supplier will conduct user acceptance testing in partnership with local organisations in Kenya. Feedback from these sessions will inform final refinements and strengthen partner engagement and readiness to scale adoption of the content.

#### 3.1. In Scope

- Integration of findings from existing research and the M4B Knowledge and Skills overview
- Alignment with GSMA MISTT modular training approach
- Development of 4–8 modular training resources focused on key mobile-for-business (M4B) use cases in English
- Content tailored for micro-entrepreneurs, with a focus on women
- Creation of training materials in English in multiple formats, including:
  - Short video modules (≤2 minutes)
  - Editable video scripts
  - PDF guides
  - Editable Word documents
  - Cheat sheets/posters
  - Development of USSD or IVR content scripts

- Optional: development of IVR recordings
- User testing and feedback collection in Kenya with partner organisations
- Preparation of materials for delivery across digital, in-person, 1-1, and group training formats
- Content should be designed to resonate with women in the testing market, while maintaining a structure and examples that allow for easy adaptation across other markets

### 3.2. Out of Scope

- Translation of content into local languages
- Custom partner adaptations beyond editable templates provided
- Wider rollout or implementation of the training with end users (will occur post-grant)
- Development of new research or surveys beyond content validation through partner testing
- Monitoring or evaluation of training outcomes

### 4. Detailed Requirements of Services and Deliverables

Milestones & Deliverables	Deadline
<b>Phase 1: Inception &amp; Content development</b>	
<ul style="list-style-type: none"> <li>• Engage with experts and mobile network operators to prioritise content gaps to be filled and use cases to be prioritised in GSMA's overview of M4B knowledge and skills for micro entrepreneurs</li> <li>• Develop content for business training modules. This would include video scripts, storyboards for video development, and written documents e.g. pdf including cheat sheets and posters.</li> </ul>	February 2026
<b>Phase 2: In-market content user acceptance testing</b>	
<ul style="list-style-type: none"> <li>• In Kenya, undertake user acceptance testing of the M4B content, with a sample of women micro-entrepreneurs to identify key areas for improvement.</li> <li>• User acceptance will cover user comprehension of terminology, messaging, and relevance of examples etc.</li> </ul>	April 2026
<b>Phase 3: Content refinement</b>	
<ul style="list-style-type: none"> <li>• Consolidating insights from user acceptance testing; aligning on key changes required.</li> <li>• Refine and update the M4B content incorporating insights from user acceptance testing, including revising and finalising all written content and video storyboards and designing and formatting printed materials.</li> </ul>	Jun 2026
<b>Phase 4: Video development and final production</b>	
<ul style="list-style-type: none"> <li>• Produce all video modules.</li> <li>• Finalise all written materials.</li> <li>• Review cycle.</li> <li>• Final modules shared.</li> <li>• Final learning report delivered (PowerPoint).</li> </ul>	July 2026

### 5. Proposal Structure

Proposals must be submitted on time, in Microsoft Word, PowerPoint, or Adobe PDF, and clearly address the requirements of the project as outlined above.

The GSMA will evaluate proposals based on the following elements. It is unlikely the GSMA will consider proposals that do not include each of these points:

1. Understanding of the brief – Suppliers should outline their understanding of the requirements and the value they believe the results will have.
2. Approach – Suppliers should outline how they intend to deliver the project as specified above. This should include:
  - How you intend to meet the requirements of this document;
  - Suggestions for alternative/supplementary approaches to address the central objectives;
  - An indicative timeline for delivery and demonstration of capacity to meet this; and
  - Any dependencies on GSMA staff.
3. Team and responsibilities – The proposed team should be included with a short bio alongside proposed roles.
4. Relevant previous experience – Include up to three examples of similar types of projects and two letters of reference
  - Note that reference letters should be for work completed within the past 24 months.
5. Risks and mitigation strategies – Each Bidder should specifically address how they would mitigate the following risks and are encouraged to include other potential risks and possible mitigation strategies.

- Data systems within grantee organisations may be too weak for end users to be efficiently contacted, or grantee organisations may be too busy to engage with a time intensive process with service providers.
  - Response rates of end users may be low.
  - Results may be difficult for the GSMA to act on.
6. Itemised quote – Bidders should provide a fully itemised quote. The currency for these proposals is US Dollars (USD). It should include at a minimum a price for commissioning the project as described in Sections 2 and 3 of this document. All costs should clearly demonstrate breakdowns in terms of staff time, travel, direct costs and other expenses.
- Suppliers are also asked to provide costs for any alternative or supplementary approaches suggested in your proposal.
  - A budget template can be found in Schedule 4.

## 6. Proposal Criteria Evaluation Weighting

Criteria	Importance	Weighting
Cost	Proposal's value for money	20%
Quality	Quality of the research approach outlined in the proposal, including degree to which it addresses the outlined research questions and proposal elements	35%
Bidder's capacity to manage the project on time and in budget	Demonstrated experience of running multi-country evaluations, selection of experienced high-quality research partner(s) and ability to manage the project on time and in budget	30%
Relevant experience	Bidder's experience in successfully conducting similar projects	15%

## 7. RFP Timeline

The RFP Timeline below is subject to change at GSMA's sole discretion.

Time and Date	Action
1 July	RFP Issued
7 July	Cut off time to acknowledge intention to respond (Schedule 3)
10 July	Submit questions to GSMA by this date
15/16 July	Questions and answers circulated back to all Bidders
1 August	Cut off time and date for Proposal to be received by GSMA
4 – 8 August	Estimated GSMA Proposal assessment period
w/c 11 August	Follow-up calls / shortlisted bidder presentations (if required)
w/c 18 August	Estimated date invitation to negotiations extended to one or more Bidders
w/c 25 August	Supplier selection, contracting commences

## 8. GSMA Contact Details

All correspondence and queries in relation to this RFP must be emailed to **[connectedwomen@gsma.com](mailto:connectedwomen@gsma.com)**

Queries are accepted in written form only by email, and GSMA's responses will be copied to all Bidders, including an anonymous version of the query. No queries will be answered, except in extraordinary circumstances within GSMA's sole discretion, except on the deadlines as provided in the question and answer period described in the RFP Timeline, above.

**Schedule 1**  
**GSMA RFP Process and Expectations**

**1. Definitions**

- 1.1. Request for Proposal ("RFP") means this document, together with its Schedules and any addendums, exhibits, or policies referenced herein.
- 1.2. GSMA Group means the GSM Association, its Affiliates and GSMA members together with the directors, employees and agents of each of those.
- 1.3. Bidder means any party that has a) signed an NDA (if required by the GSMA); and b) received this RFP.
- 1.4. Deliverables means the items, documents, or other tangible products to be provided to GSMA as outlined in this RFP.
- 1.5. Services means the services outlined in this RFP.
- 1.6. Service Level Agreements ("SLAs") means the standards for the level of service that Bidder will provide to GSMA under any agreement for the provision of services that may be entered between the parties. The SLAs will be tied to service credits, which will be provided to GSMA should the Services not reach the minimum standard as outlined in the SLAs.
- 1.7. Proposal means the Bidder's response to the RFP.
- 1.8. Term means the period required to complete the Services and Deliverables as detailed in this RFP.
- 1.9. Total Price means the "all-in" cost of Bidder's provision of the Services and Deliverables, and will be deemed to include all expenses (unless otherwise stated). Total Price is exclusive of VAT or sales taxes, but inclusive of all other taxes and fees.

**2. Services and Deliverables**

- 2.1. The Services and Deliverables required are as set out in this RFP.
- 2.2. The Bidder will confirm its Proposal meets all the requirements defined in this RFP. Any variations must be clearly highlighted in the relevant deficient section of the Proposal. Any variation in the Proposal from the requirements stated by GSMA in this RFP are not deemed accepted by GSMA unless specifically highlighted in the Proposal.
- 2.3. Should the Proposal developed by Bidder be of interest to GSMA, any agreement pursuant to this Proposal shall comprise the contents of the Proposal, subject only to amendments as agreed by the GSMA.
- 2.4. If the Bidder also wishes to submit an alternative proposal, the Bidder must clearly define the alternative method and commercial terms in a separate proposal. Alternative proposals should be submitted when the Bidder feels there is a superior way to achieve the GSMA's goals under this RFP which do not fit the particular requirements contained herein.

**3. Requirements on Bidders**

- 3.1. GSMA hereby invites you to submit a Proposal for the Services and Deliverables as defined in Section 3.15 in accordance with the requirements of this RFP.
- 3.2. This RFP and the information contained herein are strictly confidential. This RFP is subject to the terms of the NDA signed by both GSMA and Bidder relating to this RFP (if an NDA is required by the GSMA). Any information held in this RFP or associated materials may be used only for the purpose of preparing and submitting a Proposal to GSMA. This RFP remains the property of GSMA. This RFP or any information held in this RFP shall not be duplicated, disclosed or distributed to any third party without the prior written consent of GSMA and, unless otherwise expressly agreed between the parties in writing, all material submitted becomes the property of GSMA. Notwithstanding any provision of the NDA, GSMA shall have no obligation to return any Proposal and related materials received.
- 3.3. Bidders must not:
  - 3.3.1. Tell any other party what their Proposal contains or may contain;
  - 3.3.2. Try to obtain information about any other party's Proposal;
  - 3.3.3. Make arrangements with another organization about whether or not it should submit a Proposal or about the other organization's Proposal or lack thereof; or
  - 3.3.4. Offer any inducement of any kind in relation to obtaining this or any other contract with GSMA.
- 3.4. Accuracy of Data/Bidder responsibilities.
  - 3.4.1. GSMA has taken reasonable care to ensure the RFP is accurate, but GSMA gives no representation or warranty as to the accuracy or completeness of the information contained in this RFP. The Bidder is responsible for ensuring a complete understanding of all the requirements, conditions, risks and any circumstances relating to the performance of the Services, provision of the Deliverables, and this RFP. The information contained in this RFP may be subject to change without prior notice.
  - 3.4.2. The Bidder is solely responsible for becoming familiar with the RFP requirements and conditions that might affect the cost or performance of any Services or provision of the Deliverables. Failure to do so is solely at the Bidder's risk, and no relief will be given by GSMA for errors or omissions in the Bidder's Proposal, nor for changing circumstances.
  - 3.4.3. The Bidder must pay special attention to the RFP Timeline, as any failure to meet the deadlines contained therein may result in the rejection or the down-scoring of the Proposal, in GSMA's sole

discretion. GSMA reserves the right to amend or end the RFP process at any time without incurring any liability/penalty to the Bidder.

3.5. Completeness of Proposal

3.5.1. The Bidder is required to submit answers to all the RFP Questions detailed in this RFP. Proposals will be down-scored for failure to answer any question fully.

3.5.2. The Bidder is required to clearly state if they do not wish to respond to a specific question, and explain such refusal.

3.6. Cancellation or Amendment

3.6.1. GSMA reserves the right to cancel the RFP at any time, either in part or whole, at the sole discretion of GSMA. In such cases, GSMA will not be liable for any costs incurred by the Bidder in this RFP process.

3.6.2. GSMA reserves the right to amend the RFP by issuing such notice to all Bidders which may: (i) extend or reduce the RFP Timeline; (ii) extend or reduce any timeline for Services and Deliverables; or (iii) amend the scope of the Services and Deliverables.

3.6.3. Nothing in this RFP constitutes an offer capable of acceptance by the Bidder.

3.7. Validity

3.7.1. The Proposal shall remain valid for three (3) months from the closing date for receipt of the Proposal.

3.8. Acceptance

3.8.1. GSMA reserves the right to accept a Proposal in whole or part, and acceptance shall not be deemed made until a Schedule, containing the agreement of the parties with relation to the Services and/or Deliverables (subject to the GSMA Standard Terms and Conditions, as agreed in the Master Services Agreement ["MSA"]) has been fully executed by GSMA for the Services and/or Deliverables covered by this RFP.

3.8.2. GSMA is under no obligation to accept the lowest priced Proposal, and reserves the right to reject any Proposal for any reason, in GSMA's sole discretion.

3.8.3. Any decision as to the successful Proposal is a matter solely for GSMA based on whatever criteria GSMA deems relevant.

3.9. Post-Proposal Negotiations

3.9.1. GSMA may, at its option, conduct post-tender negotiations with one or more Bidders.

3.9.2. GSMA may invite Bidders to present the Proposal, answer any outstanding questions and conduct any post-Proposal negotiations.

3.10. Bidder Costs

3.10.1. All costs incurred by the Bidder in connection with this RFP, including but not limited to costs for preparation, transmittal, or presentation of any Proposal or other material submitted in relation to this RFP are entirely the responsibility of the Bidder and shall not be chargeable in any manner to GSMA irrespective of the Bidder's success or failure in the tender process.

3.11. Proposal Contents

3.11.1. The Bidder is required to submit a Proposal in accordance with the requirements of Section 3.15 of this RFP, including a Total Price and a schedule of standard itemized rates, which are relevant to the work requested.

3.11.2. All variations from and failures to meet the requirements stated in this RFP must be identified explicitly as described in Section 2.2.

3.12. Language

3.12.1. All Proposals must be in English.

3.13. Submission Guidelines

3.13.1. Bidders must submit their Proposal to the GSMA Contact by email no later than the date and time specified in the Proposal Timeline.

3.13.2. The Bidder's emailed Proposal should not exceed 10 mb in size unless otherwise agreed in writing by GSMA and in such cases, supporting documentation will be submitted as a supporting email and titled as such.

3.13.3. If, following submission of the Proposal, the information contained therein changes, Bidders must advise the GSMA Contact immediately.

3.14. Terms and Conditions

3.14.1. The terms and conditions governing any award of business are the GSMA Standard Terms and Conditions, as attached to this RFP as the MSA (the "T&Cs"). The T&Cs form the exclusive basis for the performance of Services and provision of Deliverables.

3.14.2. By submitting a Proposal, the Bidder acknowledges and agrees that:

3.14.2.1. At GSMA's option and through negotiation, Bidder will be invited to enter into a Schedule A, governed by the T&Cs, without any additions, omissions, or amendments (other than any proposed amendments to the T&Cs made by a Bidder in its Proposal that GSMA deem acceptable); and

3.14.2.2. Bidder will be bound by any requirements in this RFP, obligations of its Proposal, and the T&Cs.

3.15. Structure of Bidder's Proposal

3.15.1. Bidder's Proposal shall contain:

- 3.15.1.1. A completed Schedule 3 to this RFP (Bidder's Information);
- 3.15.1.2. The Bidder's Proposal for the performance of Services and/or provision of Deliverables, including responses to all questions presented for the Bidder in this RFP (including all requested items in Schedule 2);
- 3.15.1.3. The Total Price, including price breakdown and itemization per the template included in Schedule 4;
- 3.15.1.4. A copy of the Declaration contained in Schedule 6, signed by the Bidder, containing the representations and warranties made by Bidder with relation to this RFP process which form part of the foundation of the relationship; and
- 3.15.1.5. A copy of the T&Cs signed by the Bidder without any additions, omissions, or amendments (other than any proposed amendments to the T&Cs made by a Bidder in its Proposal that GSMA deem acceptable).

**Schedule 2**  
**GSMA Policies and Additional Considerations**

**1. Corporate and Social Responsibility (“CSR”)**

- 1.1. GSMA continuously commits to the preservation of the environment and achieving carbon neutral certification for our global events under PAS 2060, an internationally recognised standard. To achieve this certification, GSMA's carbon neutral consultants will implement data collection and carbon footprint calculation. Should Bidder's Proposal be successful, Bidder will be contacted by GSMA consultants to provide all necessary data related to participation in any event on which Bidder may be working.
- 1.2. GSMA takes its environmental impact seriously and has made a series of policy commitments to address the issue. Please outline the measures that Bidder's company has taken, or can take, in order to minimize the environmental impact of Bidder's proposed solution.
  - 1.2.1. In what way should GSMA deem Bidder's Proposal environmentally preferable?
  - 1.2.2. Please attach a copy of the formal CSR policy for Bidder's company.

**2. Insurance**

- 2.1. Bidder shall procure and maintain for the duration of the contract insurance against claims for injuries, damages, or other types of losses that may arise from or in connection with the performance of the work hereunder by the Bidder, its agents, representatives, or employees. The cost of such insurance shall be borne by Bidder.
- 2.2. Bidder shall provide to the GSMA, at time of tender, original certificates and amendatory endorsements or copies of the applicable policy language effecting coverage required by this clause. Bidder's cover note will be presented on the insurance broker's headed paper detailing all the insurance held, the term of each insurance, level of cover, and any exclusions.
- 2.3. Bidder's insurance coverage shall be the primary insurance coverage for all claims related to this contract. GSMA and its affiliates, officers, officials, employees, and volunteers are to be covered as additional insureds. Each insurance policy required above shall state that coverage shall not be cancelled, except with notice to GSMA. GSMA reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.
- 2.4. If Bidder's current insurance coverage is insufficient to meet GSMA's standards, Bidder agrees to procure such insurance as GSMA requires prior to execution of any MSA.

**3. Code of Conduct**

- 3.1. Bidder shall comply with the GSMA code of conduct as laid out in Schedule 5.

**4. Conflict of Interest Policy**

- 4.1. A conflict of interest is a set of circumstances that creates a risk that an individual's ability to apply judgment or act in one role is, or could be, impaired or influenced by a secondary interest. It can occur in any situation where an individual or organization can exploit a professional or official role for personal or other benefit. Conflicts can exist if the circumstances create a risk that decisions may be influenced, regardless of whether the individual actually benefits. The perception of competing interests, impaired judgment or undue influence can also be a conflict of interest.
- 4.2. Examples of conflicts of interest situations such as:
  - 4.2.1. When a supplier has a direct or indirect financial relationship with a GSMA employee, customer or competitor; or
  - 4.2.2. When a supplier has a non-financial or personal relationship with a GSMA employee, customer or competitor.
- 4.3. Conflicts of interest can be actual, perceived, or potential. GSMA treats these categories equally.
- 4.4. Disclosure of conflicts of interest is a continuing obligation, requiring an updated disclosure should a conflict of interest begin, end, or circumstances change in any material way.
- 4.5. The disclosures required in Schedule 3, Bidder's Information, will form the basis for GSMA's internal analysis as to the acceptability of the conflict of interest and how it may be managed. Should any information contained therein prove to be inaccurate, GSMA reserves the right to terminate the contract immediately with no penalty, notwithstanding any other term in the MSA to the contrary.

**5. Data Security**

- 5.1. GSMA requires that Bidder hold and process all data/information (personal or not) in line with the regulatory requirements in GSMA's primary business locations (United States and/or United Kingdom, as applicable) and ensure that any data transfer is authorized and conducted in a secure manner. Bidder should describe whether data will be collected, processed, or transferred, and how Bidder will comply with GSMA's data security standards, as well as with all relevant regulations.
- 5.2. Any information systems that hold information are required to be controlled in line with good information system security and operation measures and protected against information and service loss (physical and logical). Bidder should describe its information security and operation measures, including measures to protect against loss.

5.3. Bidder agrees it will agree to and comply with the GSMA Data Protection Addendum, attached to the MSA as Exhibit 1.

## **6. Regulation**

- 6.1. Bidder should state whether the industry with which it is engaging is regulated, and if regulated describe how. Bidder should demonstrate how Bidder's company meets this regulation.
- 6.2. Bidder should describe any future regulation that may affect the Services and Deliverables requested in this RFP, and demonstrate how Bidder will meet this regulation.

## **7. Business Continuity and Disaster Management**

- 7.1. GSMA requires organizations with which it transacts to take reasonable measures to protect the operation of their business in the event of a business interruption event (both physical and logical). Bidder should attach a copy of Bidder's company's business continuity policy and disaster management plan.

## **8. Service Level Agreements**

- 8.1. **"Service Standard"** means in relation to the performance of any of the Services and provision of any Deliverables, Bidder and its third party bidders, contractors, agents and sub-licensees shall carry out those Services and provide those Deliverables:
  - 8.1.1. in a good, safe and professional manner and in a manner free from dishonesty and corruption and in accordance with the US Foreign Corrupt Practices Act, UK Bribery Act and any applicable anti-bribery or anti-corruption legislation;
  - 8.1.2. without material deviation from the best practice of a reasonable and prudent company and with adherence to relevant standards;
  - 8.1.3. in accordance with all relevant provisions of the service agreement, and any rules, codes, policies, procedures and standards notified to the Bidder, as revised from time to time during the Term in accordance with the service agreement;
  - 8.1.4. in co-operation with GSMA, its agents, sub-licensees and Bidders especially, but without limitation, in relation to the provision of information reasonably requested by GSMA;
  - 8.1.5. in a manner which is not detrimental to the public image and reputation of GSMA or any of its Affiliates; and
  - 8.1.6. in a manner not less professional than the manner in which the Bidder would perform similar services for its other customers.
- 8.2. Bidder should provide suggested service level agreements ("SLAs") to dictate acceptable response times for provision of the Services and Deliverables. The proposal of SLAs should include suggested service credits available should the service level fall below the standards set in the SLAs.

**Schedule 3**  
**Bidder's Information**

**1. Company Information**

Company Name	
Company Registration Number (if any)	
Address of Registered Office	
Street	
Town/County	
Country	
Post Code	
Web Site	
VAT registration No if applicable	
Financial Year-End	

**2. Director Details**

Please list the names of Bidder's company's directors (use an extra sheet if necessary). If not a limited company, list members of the Management Board, Partners, Associates, etc. who are responsible for the activities of the company or organization.

Company's directors	
List members of the Management Board	
Partners	
Associates	
Other	

**3. Company Profile—Financial Data**

Please enclose copies of Bidder's audited company accounts (such as the directors' report, auditors' report, balance sheet, profit and loss account, cost of sales accounts and full notes) for the past three accounting years (or for your full period of trading if less than twelve months).

If Bidder cannot provide the information requested above, please describe why and give the best alternative financial information available, such as a certified statement of turnover for the last year, signed by an independent auditor or bank manager.

	FY 1	FY 2	FY 3
Total Turnover			
Number of Full Time Employees			
Products/Services sold			
Services Provided			
Net Income			

**4. Current Activity with GSMA**

Does Bidder's company (or any branch or affiliate thereof) currently provide any products or services to GSMA?

☐ Yes    ☐ No

If yes, please provide the following information for the products and services currently supplied to GSMA.

Project Name	Business Group and Contact	Description of Product or Services Provided	Total Project Cost

## 5. Insurance

Confirm the types and levels of insurance held. Please refer to the insurance policies contained in Schedule 2.

Insurance Type	Cover Currently Held
Public liability (third party) insurance	
Professional indemnity insurance	
Errors and Omissions insurance	
Workers compensation insurance [US only]	
Commercial liability insurance	
Commercial automobile liability insurance	
Other information	

Have any claims been made (or are any forthcoming) against Bidder's company's employer's liability insurance, public liability insurance, or professional indemnity insurance within the last three (3) years? If yes, please provide details.

## 6. Conflict of Interest Questionnaire

6.1. Please provide Bidder's instrument of ownership or beneficial interest, including a description of Bidder's corporate form, and any other information which may be relevant to GSMA's full understanding of this subject.

### 6.2. Ownership Share

Name	Address	Percent Ownership

### 6.3. Distributive Income

Name	Address	Percent Ownership

6.4. Does Bidder use a lobbyist or agent? If so, please disclose.

6.5. Disclosure must be made of any gifts or entertainment provided to GSMA employees in the past twelve (12) months.

6.6. Please provide details of current or previous employment of Bidder's personnel and ownership, (including self, spouse, and immediate family members) with ties to GSMA employees.

## Schedule 4 Total Price

### 1. Fees and Charges

- 1.1. Bidder should provide all relevant detail on how the Services and Deliverables are to be charged.
- 1.2. Bidder should provide:
  - 1.2.1. Day rates for all team members with indication of time required by each team member by phase of project
  - 1.2.2. A clear breakdown of costs by deliverable, specifying the costs related to the development and design of each content format (e.g. video modules, scripts, PDF guides, editable documents, cheat sheets, USSD and IVR scripts etc.).
- 1.3. For the avoidance of doubt, GSMA's payment terms are contained in the MSA, and are sixty days from receipt of an undisputed invoice, which should be raised following acceptance of Services and/or Deliverables.
- 1.4. Detail of how the Bidder requests payments to be made (examples: single lump sum, monthly, quarterly, phased payments). Please note, GSMA does not make advance payments prior to completion of the Services and Deliverables unless the payment requested is specifically traceable to purchase of items required to perform the Services or provide the Deliverables, which would otherwise be a loss for the Bidder.
- 1.5. All rates and prices are in US Dollars
- 1.6. Total Price
  - 1.6.1. Based on the requirements of this RFP, Bidder should place the fee breakdown for the Services and Deliverables contained herein in the Pricing Table below.

Item	Unit Price	Units	Total Price
		Total Price	

### 2. Inclusions

- 2.1. The Bidder's Total Price is inclusive of all costs, insurances, fees, costs, expenses, liabilities, obligations, risks, and all financial requirements for the performance of Services and provision of Deliverables.
- 2.2. Any charge not stated in this Proposal, which extends above to the Total Price, is not permitted.
- 2.3. Total Price is exclusive of VAT but inclusive of all other taxes.

### 3. Itemized base rate schedules

Item	Unit Price	Bulk Pricing

## Schedule 5 Code of Conduct

### Purpose

The GSMA Supplier Code of Conduct ("the GSMA Code") reflects our intent to minimise the social, environmental and ethical impact of our supply chain and to ensure that we and our suppliers act in a responsible manner.

### Scope

This GSMA Code applies to all suppliers and contractors in any capacity including agency workers, seconded workers, volunteers, agents, contractors, external consultants, third-party representatives and business partners who provide goods or services, to or on behalf of GSMA. We require suppliers notify any sub-suppliers that are used on behalf of the GSMA of their responsibility to implement the GSMA Code.

### Principles

GSMA expects all suppliers to adhere to the following principles and will cease trading with suppliers showing persistent disregard for important elements of environmental, social and ethical performance.

GSMA seeks to ensure that the working conditions at suppliers of the products and services we purchase meet the standards of the International Labour Organisation (ILO) and the Universal Declaration of Human Rights (UDHR)

### Social Compliance

1. **Child Labour:** Organisations should ensure the effective long-term elimination of child labour, in a manner consistent with the interests of the children concerned.
2. **Forced Labour:** There should be no forced, bonded (including debt bonded), involuntary labour, trafficked labour and workers should be able to leave after giving reasonable notice.
3. **Health, Safety and Hygiene:** All employees should expect to work in an environment that is both safe and healthy. Adequate steps should be taken to prevent accidents occurring in the normal course of work including the provision of suitable health and safety training.
4. **Discipline:** Physical abuse or discipline, the threat of physical abuse, sexual or other harassment and verbal abuse or other forms of intimidation is not acceptable. Disciplinary and grievance procedures shall be clearly documented and communicated to all employees.
5. **Freedom of Association and Employee Representation:** Organisations should adhere to all local laws regarding trade union representation and the formation of employee representation groups
6. **Working Hours:** working hours should not be excessive and shall comply with relevant national laws.
7. **Equality of Treatment:** Organisations will seek to avoid any form of unlawful discrimination in all aspects of employment including, but not limited to, the following protected characteristics or any others that may be covered by local legislation: age; caste or tribe; disability; gender / sex; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sexual orientation; military status.
8. **Remuneration:** Wages and benefits afforded to workers should meet national standards. Workers should be provided with clear written information on their pay and conditions. Excessive deductions on wages should not be permitted as a disciplinary measure.
9. **Employment terms:** All workers should be provided with simple, written contracts which must detail the terms and conditions of their employment. Contracts should be clearly understandable to each worker. Work performed should be on the basis of recognised employment law and practice.
10. **Right to work:** It is expected that supplier's hiring practices will accurately verify a worker
11. **Community impact:** Organisations are encouraged to support the communities in which they operate through appropriate community initiatives.

It is understood that organisations must comply with national and other applicable laws and regulations and where there is conflict between these and the GSMA Code then the highest standards linked with such laws and regulations shall be applied.

### Environment

We seek to ensure that appropriate attention is paid to environmental issues when GSMA purchase products and services. In all cases suppliers should be able to demonstrate environmental policies and management systems sufficient to ensure continuous improvement in environmental performance and be in accordance with local and internationally recognised environmental standards.

### Business Practices

Suppliers shall comply with applicable local laws and regulations concerning bribery, corruption, fraud and unethical business practices.

## **Schedule 6 Declaration**

Bidder understands that giving false, incomplete, misleading or inadequate information that materially affects or could materially affect the decision-making process, could result in Bidder's exclusion from the list of approved RFP invitees, or subsequent termination of the contract in the event of it being awarded to Bidder.

Bidder certifies that the information supplied is accurate to the best of Bidder's knowledge and that Bidder accepts the conditions and undertakings set out in this Declaration and the RFP.

Bidder declares that the Proposal is made without collusion, knowledge, comparison of data or arrangement with any other company, firm or person applying to participate in the process for this RFP and is in all respects fair and without collusion and fraud.

Bidder acknowledges and agrees that:

- (a) At GSMA's request, it will negotiate in good faith and within the required timeframes, any additional documents required in relation to this RFP, in particular the MSA, including commercial terms;
- (b) The Services and Deliverables as described in the MSA will be governed by the GSMA Standard Terms and Conditions without any additions, omissions, or amendments (other than any proposed amendments to the GSMA Standard Terms and Conditions made by a Bidder in its Proposal that GSMA deem acceptable); and
- (c) The MSA will not contain any less favourable terms than those set out in Bidder's Proposal.

Company Name:

Address:

Email:

Tel No:

Name:

Position:

Signature:

Date: